

OCT 13 1924

Title Page.

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"ROUGH and READY"

A Photoplay in 2 reels

Author of Photoplay Sultan Comedies Int. U S A.

9/28/24

OCT 13 1924

# PRESS SHEET

## **MERMAID COMEDIES**

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**"ROUGH  
AND  
READY"**

*With*

**Lige Conley**

Directed by Norman Taurog



**EDUCATIONAL FILM EXCHANGES, Inc.**

MADE IN U. S. A.

882

## TWO REELS OF SIZZLING ACTION IN THIS SNAPPY MERMAID COMEDY

### Lige Conley, Big Cast, Clever Gags and Good Direction in "Rough and Ready"

Here's two reels of sizzling action, faster than bad news and so funny it will tax the laughing capacity of everyone in your house!

Jack White is the acknowledged master of fast-action comedies. When he starts putting pep in them, there isn't any stop until the end of the picture. In "Rough and Ready" he has combined a set of new and clever gags built around an automobile school, a poor but honest taxi-driver, a beautiful heroine, a nasty villain, a half-dozen hard-boiled roughnecks, and a trick house into one of the speediest and funniest comedies he has ever put his name to. It's a howling riot from title to trailer with something happening every minute.

Lige Conley, Otto Fries, pretty Mary O'Brien and others, including Brownie, the dog, who does a couple of gags that are real side-splitters, in a high-speed Mermaid Comedy, full of clever situations, directed by Norman Taurog—If that combination doesn't make your patrons laugh, it's because they never knew how!

#### The Story

When Egbert is ten cents short on his board-bill, out he goes with his trunk on top of him. He loses the trunk, but finds himself a job as an instructor in the Ideal Automotive School, although he knows less about automobiles than he does about the fourth dimension—and that's two dimensions more than he's on speaking terms with.

Egbert is assigned to the task of instructing a blonde in the intricacies of putting up a one-man top. After struggling with it for fifteen minutes he gives up when the blonde asks him what he is trying to do.

After wrecking everything but his future, Egbert winds up as a first class taxi-driver. One of his first customers is Mary, the blonde eye-ful, who comes in with a dangerous looking, high-hatted man. She gives Egbert the signal to stick around and help her. Egbert hears them arguing as they drive away and he becomes so interested that he nearly wrecks them. He leaves them at a big house, but just as he is driving away, he hears Mary cry for help. He recruits a couple of taxi-driver pals and goes in to rescue her.

Mysterious doors open and close and from secret panels unseen hands strike at him, but Mary is not to be found, although he hears her voice occasionally in tones of distress.

The chase becomes more furious and the mystery more intense until Egbert comes to grips with the high-hatted gent. Just as the villain gets a death grip on Egbert—he wakes up to find himself in his cab with the high-hatted gent shaking him and the blonde of his dream giving him the laugh.



LIGE  
CONLEY  
IN  
EDUCATIONAL  
MERMAID  
COMEDIES

For Electro Order No. 3337-E  
For Mat (Free) Order No. 3337-M

#### WHAT OTHERS SAY About Recent Mermaid Comedies

"Neck and Neck—This is a riot. The whole house in an uproar. This comedy was a God-send, as the feature was terrible."

James Haworth, Ilo Ilo Theatre,  
Cumberland, B. C., Canada.

#### WHO'S WHO in "Rough and Ready"

Egbert ..... LIGE CONLEY  
Mary ..... Mary O'Brien  
The Villain ..... Otto Fries

Directed by Norman Taurog

#### EXPLOITATION

Your two-reel comedy (on an eight reel program) represents one-quarter of your entire bill in length of time and often more than that in entertainment value.

What are you doing to make it increase your attendance?

Exploitation of the two-reel comedy on your program is just as profitable as it is on the longer feature. It will draw its percentage of patrons, for comedies are proven box-office attractions.

Get the posters and lobby display photos on this Mermaid Comedy in your poster and lobby frames well in advance of your showing. Get the slide on the screen with the dates of showing or billed as a coming attraction. Treat your comedy as a real feature attraction and it will return the compliment in the shape of increased box-office receipts.

#### PARAGRAPHS For Your Program

In addition to the feature attraction—Lige Conley and a big Mermaid cast in "Rough and Ready."

\* \* \*

Added comedy attraction—Lige Conley in "Rough and Ready"—A half hour of side-splitting fun.

\* \* \*

Treat your blues rough and be ready to laugh when you see "Rough and Ready," Lige Conley's latest Mermaid Comedy.

\* \* \*

Thrills, chills, spills and a half hour of comedy in "Rough and Ready," Lige Conley's latest Educational-Mermaid Comedy.

\* \* \*

You'll laugh twice in the same place when you see Lige Conley in his latest rib-tickler—"Rough and Ready."

\* \* \*

Thirty minutes of hearty laughter guaranteed. See "Rough and Ready" with Lige Conley.

## NEW MERMAID FULL OF LAUGHS AND CLEVER FUN

**"Rough and Ready,"  
with Lige Conley, is  
Well Named**

(Newspaper review for use after showing of picture)

The new Mermaid Comedy at the ..... is well named. The makers have called it "Rough and Ready," and it is living up to its cognomen in the way it is bullying the audiences at this theatre into half an hour of unrestrained laughter.

The methods used in this comedy are the same that have made previous Educational-Mermaid Comedies such laughing successes. The formula, or plan of action, seems to be to crowd as many clever gags and situations as are ordinarily contained in a five-reel feature into two reels of fast and snappy action and to keep the comedy moving at a high rate of speed.

Lige Conley is the leading comedian. He is cast as a young man who takes a job as an auto instructor. He knows less about his job than he does about the fourth dimension, and he's only on speaking terms with two of them. Several laughable gags are introduced in the auto school.

Conley becomes a taxi-driver and while trying to rescue a girl from a band of rascals, enters a trick house where all kinds of things happen to him.

Mary O'Brien, Otto Fries, "Sunshine" Hart and Jack Ackroyd support Conley. The direction is by Norman Taurog.

## LIGE CONLEY IN SPEEDY COMEDY

(Newspaper review for use after showing of picture)

The ..... Theatre is offering as an added comedy feature on its program, the new Educational-Mermaid Comedy, "Rough and Ready," with Lige Conley and a big Mermaid cast in the prominent parts.

Conley is seen as an instructor in an automobile school where his ignorance of mechanics provides a number of exceedingly funny situations. Later he is a taxi-driver and heroically tries to rescue a pretty girl from a gang of desperados in a house full of secret doors, trapdoors and other trick devices.

The comedy moves at a very high speed and the gags and situations follow each other in rapid succession. The picture is of the fast action type which has so caught the public fancy and the laughter is almost continuous.

## CUSTARD PIE AND BATHING GIRL COMEDY GONE, SAYS CONLEY



LIGE CONLEY  
and  
MARY O'BRIEN  
in a scene from  
"ROUGH AND READY"

For Elecro Order No. 3380-E  
For Mat (Free) Order No. 3380-M

## THIRD YEAR AS MERMAID STAR

(Prepared as advance publicity story)

Lige Conley, starring in Educational-Mermaid Comedies, whose latest picture, "Rough and Ready," will be the comedy attraction on the bill at the ..... Theatre ..... is completing his third year under the Mermaid banner. Three years with one organization may be considered a record in the starring profession, especially in two-reel comedies.

Conley joined the Mermaid forces almost at the inception of the company and since then has appeared in almost every comedy of that brand that has been released. He has accumulated an enviable following among the picture fans through his ability as a comedian and his likeable personality.

## Styles Have Changed and Fast Action is Here to Stay, says Star

(Prepared as advance publicity story)

Where are the custard pie comedies of yesteryear?

Where is the bathing girl comedy and the marital infelicity and bedroom comedies of a few short seasons ago?

Gone, says Lige Conley, star in Educational-Mermaid Comedies, whose latest picture, "Rough and Ready" will be at the ..... Theatre ..... Gone and relegated to a past age along with side-whiskers, hoop skirts and bock-beer signs. In their places is the new departure in screen amusement, the "fast action comedy" with its whirlwind speed, new, surprising and clever situations and comedians who can make audiences laugh at other gags than that of hurling—or stopping—a custard pie.

"Because the public has become more critical in its taste for screen comedy and demands more action and acting and less burlesque and clowning, the fast action comedy has come and its here to stay" says Conley. "The bathing girls who decked every comedy a few years ago have put on their clothes. They have been found out. There is nothing funny about a bathing girl. She may be pretty to look at, but she isn't funny."

"The marital infelicity and bedroom comedies have been discouraged by the censors to the point where making them is a financial risk. That means they will never come back. But the fast action comedy, with its limitless possibilities for ingenuity on the part of actor and director is here to say."

## CLEVER DOG IN MERMAID COMEDY

(Prepared as advance publicity story)

Brownie, the funniest dog in comedy, will support Lige Conley in "Rough and Ready," the Educational-Mermaid Comedy which will be the comedy attraction at the ..... Theatre ..... Brownie, who has a host of admirers, is one of the best known dogs in comedy. He has been taught a number of tricks by his owner and displays an intelligence that is remarkable.

Tricks, however, are not the sole requirement for a motion picture acting dog. He must have the ability to learn new ones quickly, as the comedy producers can not afford to wait for a dog who is slow to understand what is wanted.



## DON'T OVERLOOK VALUE OF MERMAID NAME IN YOUR NEWSPAPER ADVERTISEMENTS

There is no guess-work about the entertainment value of Educational-Mermaid Comedies.

You know in advance what they will do in the way of providing amusement for your patrons. You know they will provide at least a half-hour of fast and furious fun for everyone in your audience. You know of many occasions when the Mermaid Comedy has been the hit of the show and how it pulled you through when your feature failed.

Your patrons, too, know that Mermaid Comedies are sure to entertain them. They have seen them before and have enjoyed them. They have read about them in the national advertising in *The Saturday Evening Post*. There is a Mermaid audience waiting for you every time you show one of these comedies.

Are you deliberately neglecting this ready-made clientele by neglecting to tell them that you have what they want, or by telling them in a half-hearted way?

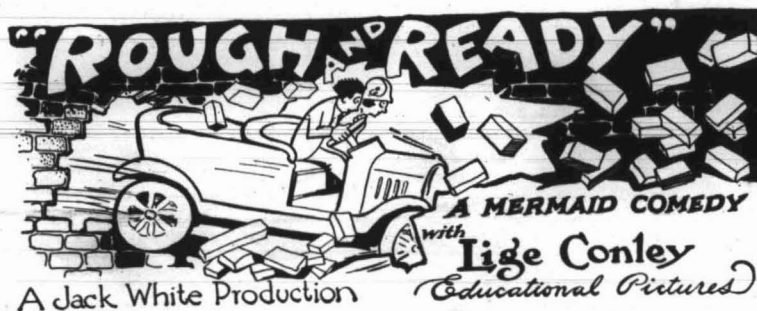
One of the best maxims in the show business is this: "When you've got a good thing, GO TO IT!" Go after it with all the energy and ability you possess. Advertise it! Exploit it! Ballyhoo it! Get behind it and make it pay you!

Newspaper advertising is one of the most effective methods of exploiting your two-reel comedy. Included in your newspaper advertising, the two-reel comedy furnishes a powerful selling argument for your house and your program. It provides an additional and powerful appeal to your advertising by its well known pulling power.

The cuts illustrated below are made especially for your use in newspaper advertising. They are small enough to fit in any size "Ad," and their comedy nature will attract attention out of proportion to their size. You can get them at your exchange. The mats are free.



One Column by One Inch "Ad" Cut  
For Electro Order No. 3373-E  
For Mat (Free) Order No. 3373-M



Two Column by One and One Half Inch "Ad" Cut  
For Electro Order No. 3374-E  
For Mat (Free) Order No. 3374-M

For Three Column Cut on Page One Order  
Electro 3375-E      Mat (Free) 3375-M

### ACCESSORIES

\* \* \*

#### Hand Colored Slides

Four Color One Sheets    Four Color Three Sheets

Duo Tint 11 x 14 Lobby Cards  
(Eight Cards to Set)

Black and White 8 x 10 Photos  
(Ten Photos to set)

One Column Newspaper Publicity Cuts and Mats  
One Column Star Cuts and Mats

One Column, One Inch, Newspaper "Ad" Cuts  
and Mats

Two Column, One and One Half Inch, Newspaper  
"Ad" Cuts and Mats

Three Column, Six Inch, "Ad" Cuts and Mats  
(Mats Free)

And the Fullest Cooperation from Your Exchange  
(Cuts and mats must be ordered by number)

### CATCHLINES

#### For Newspaper "Ads"

Lige Conley in a riot of fun—"Rough and Ready."

\* \* \*

A half-hour of hilarity in Lige Conley's latest Mermaid Comedy, "Rough and Ready."

\* \* \*

A big Mermaid cast headed by Lige Conley in the new Mermaid Comedy, "Rough and Ready."

\* \* \*

Laugh for half an hour at the latest Mermaid side-splitter, "Rough and Ready," two reels of excellent comedy.

\* \* \*

Lige Conley, Otto Fries, Mary O'Brien and a big cast of Mermaid funmakers in "Rough and Ready." Two reels of crackerjack comedy.

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